



## Yankee Board Meeting

12/8/2025, 7:30 PM

Embassy Suites, Marlborough

Board Members Attending: Jeffrey, Judy, Geoffrey, Mark, Amy, Melissa, Steve, Miriam

Board Member Absences: Aly

Guests: Dave Peixoto, Brendan Lounsbury

### **1. Approval of Prior Minutes**

- a. Prior minutes were approved by email.

### **2. Reports**

- a. Registrar's Report (Jeffrey)
  - i. See attached.
  - ii. Membership is 3% ahead of where we were last year but 5% behind in new players.
  - iii. Currently stand at about 71% of last years membership which is in line with this time last year.
  - iv. Will work on doing a geographic breakdown by zip code.
- b. NERVA Report (Dave)
  - i. Have crossed 13,300 members so far this season with first event coming up shortly.
  - ii. Volley Station is being used for Juniors events but the contract did not include adults but possible it will in the future. Documentation is being sent out to coaches with instruction for use.
  - iii. All junior events are sold out for the most part.
  - iv. Adults have courts at RI Rampage (adults only), Snowbrawl and BCEC Liberty Challenge.
  - v. Becca Rose from CMass has been hired as Juniors' Commissioner and will be at most events going forward including Snowbrawl.
- c. Ratings Report (Jeffrey)
  - i. Have four major events this year (Rampage, Snowbrawl, BCEC, Champs) creating challenges in terms of coverage and timing of rating changes.
  - ii. Several new raters have been added this year but likely need to add more which is challenging as a large amount of the player population is on the newer side.
  - iii. Encouraging new players to use the sheet and make their name known so that their opinion of ratings/ranges can be seen.
- d. Social Media Report (Amy)
  - i. See attached.
- e. Web Editor Report (Brendan)
  - i. Mark and Brendan met with Sly Fox to go over a wireframe template of what the website will look like.
    1. Top would be a call to action like encouraging sign up for tournaments.
    2. As you scroll down there will be a secondary call to action.
    3. An information and blog post section will follow that.
  - ii. All will be designed to be mobile responsive with options as to what can go on the mobile site.
  - iii. Should have a site map shortly.
  - iv. The back end is not built yet, hoping to have site up to play around with in the next month or so with a timeframe for a viable product targeting the end of January.
  - v. The plan would be to run some tournaments simultaneously on the new site while also being on our current site.
  - vi. The current Yankee site likely needs to purge some members to help improve running speed.
  - vii. Amy will offer feedback on the new site when she is able to see and use the mirror site.
  - viii. Sports Engine will be replaced with a USAV membership system so everyone will need new accounts.

- f. GrassRoots Campaign Report (Jeffrey)
  - i. See attached.
- g. Tournament Director's Report (Mark)
  - i. RICC Rampage Tournament has 8 courts of 4's running on Friday, 12/26; Saturday, 12/27 has 18 courts of coed running with 74 teams and 30 scramble players; Sunday, 12/28 has 83 teams.
    - 1. RCO B, RCO C-, Men's Open and Men's C- were cancelled due to lack of sign-ups.
  - ii. Snowbrawl registration is open till Wednesday, 12/10 after which the lottery will take place. Due to the proximity of the tournament dates and limited courts will likely cut any tournaments without sign-ups and expand ones with extra right after the lottery rather than waiting.
  - iii. Have 10 courts for BCEC #3 in April, registration will open after Snowbrawl.

### 3. New Business

- a. RICC final planning
  - i. Referees will be there in some capacity.
  - ii. Tournament will be structured with gold and silver brackets and no play-ins.
- b. Revised communication and transparency proposals (Amy)
  - i. Proposal:
 

*Improved Documentation on Key Items within the Board Decisions by creating a high-level resource for Board Members to utilize to better identify trends and repeat issues that could affect the greater Yankee Membership. This includes master documentation on when votes occur as well as high-level tracking of Sanctions and Record of Repeat Offenders and/or issues for Board Members to better utilize with Meetings, Email Discussions, and Sanction Discussions.*

    - 1. Goal is to not have to base knowledge of previous sanctions, votes on memory.
    - 2. There is a Yankee Sanctions document available to board members. Judy will share with all and we will work as a board to update it.
    - 3. Can list dates, proposal and result of votes with a reference to the minutes they can be found in.
    - 4. NERVA has adult and junior sanctions together in a discipline file.
    - 5. Sanctions would need to be in a separate document from proposal votes due to being done in executive session.
    - 6. ACTION ITEM: Miriam will clean up and update the existing sanctions document. Geoff will take that and work to create a separate proposal/votes document.
  - ii. Proposal:
 

*Improved Communication and Transparency of the Yankee Board to the Yankee Membership by defining standards & creating membership resources when obtaining Witness, Offender, Offendee or additional situation related reports.*

    - 1. Purpose of this proposal is to guarantee that incidents are handled in the same timely manner and in the same way in terms of acquiring witness statements and issuing sanctions.
    - 2. Putting an exact deadline on witness statements could lead to trouble.
    - 3. In a case where a person or persons could pose a threat to safety of members immediate sanctions may be placed pending investigation.
    - 4. ACTION ITEM: To form a Compliance Action Committee (Judy, Melissa, Steve, Miriam) to work on a due process document and a form letter email asking for statements of incident reports.
  - iii. Proposal:
 

*If any Yankee Tournament Director (TD) bans an individual from their facilities or within their organization due to violation of rules outside of a Yankee Volleyball Tournament needs to report this to Yankee if it would have been something that would have been a violation of the USAV Contract.*

    - 1. While having knowledge that a Tournament Director or Facility has banned an individual for something that happened outside of Yankee Volleyball would be nice for our knowledge, asking for it or requiring it is a slippery slope in legal and privacy terms.
- c. Ratings Committee as a Standing Committee Proposal (Miriam)

- i. This was written as a by-law change which Mark and others questioned the need for as it could go in operating code to be voted on by the board making this easier to adjust in the future.
      - ii. This was tabled to next meeting for further evaluation and to make edits on the ratings guidelines.
    - d. Discussion of Awards (Miriam)
      - i. Yankee used to give out the Rick Pierce and Nancy Sullivan awards and the idea is to bring awards back in some manner particularly for captaining and/or sportsmanship.
      - ii. ACTION ITEM: Awards Committee (Miriam, Mark, Geoff) created to look at coming up with an award and figuring out the qualifications and voting process.
    - e. Tournament director qualifications, rules, requirements (Jeffrey)
      - i. Main issue discussed is Tournament Directors running large tournaments and not having enough TD supervision available.
      - ii. Tabled to look at the financial implications of requiring them to hire assistant TDs/supervisory officials.
- 4. Old Business**
  - a. None**
- 5. Executive Session was held**

#### **Key Future Dates**

**Yankee Scrambles –RICC scramble 12/27, 1/11, 2/15, 3/14**

**2026 Picnic – Saturday, June 13<sup>th</sup>**

**Board Meetings –Tuesday Feb 3, Wed Apr 1**



3854 total adult members (75% of last year's total)  
 2424 total rated members (71% of last year's total)  
 This is about 3% above last year on 12/9/2024--small growth

270 new male  
 197 new female  
 467 new total--19% of this year's rated membership  
 (520 if we include this weekend, not entered in system yet)  
 ~5% fewer new members than on 12/9/2024 (546)

			Percent of Gender		Percent of total	
	Male	Female	Male	Female	Male	Female
A	0	0	0.00	0.00	0.00	0.00
A-	8	2	0.56	0.20	0.33	0.08
B+	45	19	3.15	1.91	1.86	0.78
B	135	101	9.45	10.15	5.57	4.17
B-	320	193	22.39	13.51	13.20	7.96
C+	474	265	33.17	26.63	19.55	10.93
C	369	303	25.82	30.45	15.22	12.50
C-	78	112	5.46	11.26	3.22	4.62
D	0	0	0.00	0.00	0.00	0.00
# Players	1429	995	2424			
Percent	58.95	41.05				
	Male	Female				
% of last year	72.20818595	70.4674221				

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## [YankeeBoard] grass roots report

Inbox x



**Jeffrey Powell**

to yankeeboard

6 scrambles so far (1 in Maine, 2 in CT, 3 in MA)  
41 males joined full membership (14 one event that did not join)  
32 females joined full membership (7 one event that did not join)  
73 total new members (21 with only one event membership)  
--23 in CT, 6 in Maine, 44 in Mass

Upcoming scrambles:

12/27 (full)

1/11 (60% full)

2/15 (few signups)

3/14 (no signups)

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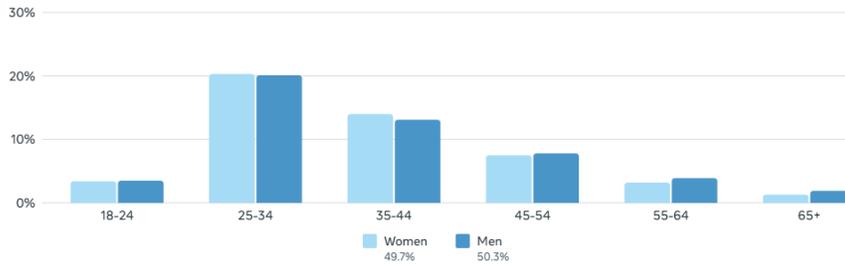
# 12/8/25 Social Media Report

## Total

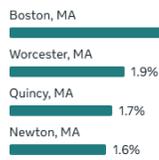
- Facebook Followers: 4589 | New FB likes: 148 | 3% Growth
  - 50.3% Male | 49.7% Female
  - Demographics:

Followers ⓘ  
Lifetime  
**4,589**

Age & gender ⓘ



Top cities



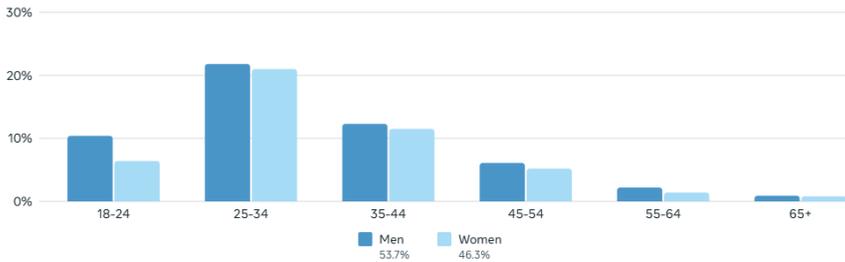
Top countries



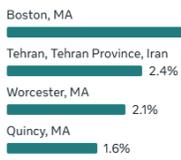
- Instagram Followers: 2,542 | 140 | 5.8% Growth
  - 53.7% Male | 46.3% Female
  - Demographics:

Followers ⓘ  
Lifetime  
**2,542**

Age & gender ⓘ



Top cities



Top countries



### **Top Content Formats (FB)**

- Photos
- Stories
- Text
- Links

### **Average Top 8 Content Averages Formats (Facebook)**

- Views: 5.8K
- Likes: 24.125
- Comments: 12
- Shares: .75

### **Top Posts (FB)**

- 12/2 Player Rerates : 16 PPL Total on List - 63 Comments & 60 Reactions → 11,204 Views
- Winner Photos: depends on who is in photos...ranging between 2 likes – 32 likes
- USAV Rules Corner Post : Decent amount of conversations and visibility, mixed in with winner photo levels

### **Average Top 8 Content Averages Formats (Insta)**

- Views: 4.3K
- Likes: 45.5
- Comments: .75
- Shares: 7.6

### **Top Posts (Insta)**

- Winner Photos: depends on who is in photos...ranging between 13 likes – 65 likes
- Tournament Compiled Listing of Levels – most likely to be seen / shared
- Tournament Reminders – Jerseys received - 10 shares & 52 likes

### **Recent & Current Marketing Campaigns**

- SnowBrawl
  - Pushing out campaign of Lottery Open currently running - **Next Posting is Dec 9**
  - (Story) Reminder of Lottery Deadline - **Next Posting is Dec 10 AM**
- Very Active with Scale + Number of Tournaments and each team gets their own branded photo (hence higher likes + interactions than in the past) but takes longer to push out especially if have to chase TDs for info.
  - Ex. – In Nov averaged around 11 for first 3 weekends
    - Nov 1-2 : ran 12 Tournaments Total That Weekend
    - Nov 8-9 : ran 9 Tournaments Total that Weekend
    - Nov 15-16 : ran 13 Tournaments Total that Weekend

## Upcoming Plans

- USAV Rules Corner - **Next Posting is Dec 12**
  - A Net vs a Net (Hair = no, Jersey = yes) act of playing a ball vs a separate transition
  - Lines Judge 1 & Lines Judge 2 Responsibilities (court lines + touches off block & play)
    - 2<sup>nd</sup> page – Lines Judge Tip : Watch the line be hit by the ball versus following the ball and seeing it hit the line
  - Center Line Violations
- Spring Schedule Is Live – **Posting Dec 16**
- Tournament Reminders
  - Reposting of the Tournament FAQs about Roster Rating Clarifications **Posting Jan 8**
    - All Tournaments, Flat Rating Tournaments, Mens/Womens Tournaments, Mens Tournaments, Womens Tournaments
    - How Points Work with the Different Levels
- Nationals Info – **Posting Jan 2026**
- Officiating Interest Flyer
  - Market this at RICC & Snowbrawl

## Outstanding Needs:

- Need Email Address for Canva
- Think that we can keep using Canva – Free
  - Might need to upgrade to Pro for Cloud Storage Space

## On Hold

- Yankee Rating Level Description
  - hoping to roll out info about Ratings and Updating the Website based on what Geoff and I have worked on putting together
  - Currently on hold